

# Females in Athletic Business



March 2016

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## Paying Empowerment Forward - Welcome to [FAB]

[FAB] - Females in Athletic Business, is an idea that blossomed from a variety of experiences. For me, there was a definite lack of direction and guidance during my college years, but also an abundance of support and empowerment in my early professional days.

I got to where I am today, with what I consider my dream job, because some strong and determined women along the way saw that was great in me, and nurtured that. They also recognized my challenges and encouraged me to improve upon them without ceasing. Those experiences with both struggle and prosperity created a strong desire to give back to women who, like myself, have a passion for the business of sports.

Since its inception in mid-January 2016, my fellow committee members and I have been so inspired by the women

(over 100 of them now), who have found value in [FAB]'s message of education, mentorship and networking. Everyday our energy is refreshed by the emails we receive alerting us to new members and to those women who are anxious to know more about what we have to offer. And if you're reading this, you are one of those women. And on behalf of our committee, we pledge:

-To always be thinking of ways to bring **professional women** in our industry together with promising, eager young women who want to follow in their footsteps.

-To **create new and exciting ways to explore** all sides of the sports business industry and what it has to offer you.

-To have the **brightest minds** in our field teach us the ways they

have succeeded in order to better yourself and your career.

-And lastly, to always **inspire you to challenge yourself** and those around you. Its the least I can do for all that has been done for me. Thank you for your support in our new endeavor!

Kristin Porter,  
Director—[FAB]



## [FAB] Upcoming Events

- March 2, 2016  
**Launch of Mentorship Program**  
See mentorship portion of our website to sign up as a mentor or mentee

- March 4, 2016  
**[FAB]ulous Advice**  
Check your Twitter or Facebook for advice from our Professional members on career and education-based topics

### Monday, April 25, 2016 [FAB] Kick-Off Event

Breslin Student Events Center  
4:30-6:30 pm

- Tour MSU's Basketball Offices
- Hear from Chairwoman and Head Coach, Suzy Merchant
- Network with Professional and Student Members



## [FAB] Committee



Suzy Merchant—Chairwoman  
Head Coach—MSU Women's Basketball



Kristin Porter—Director  
Operations Asst.—MSU Men's Basketball



Meghan Ziehmer—Committee Member  
Sports Event Mgr.—Greater Lansing Sports Authority



Jennifer Kyle—Committee Member  
Account Executive—Detroit Pistons



Cara Kaye—Communications Coordinator  
Marketing Major—MSU



Kristyn Crippen—IT and Sponsorships Coordinator  
Hospitality Business Major—MSU



Raquel Izzo—Membership Coordinator/Events  
Advertising Major—MSU



Jourdan Sergent—Membership Coordinator  
MSU Student



Cedee Powers—Administrative Assistant  
MSU Student

# Females in Athletic Business

## Careers in Focus - Sports Tourism

Have you ever wanted the ultimate backstage pass to a sporting event? Were you ever curious what went into planning a U.S. Figure Skating National Championship? Or have you ever wondered how national governing bodies like USA Hockey or USA Archery determined where they were going to host their Championships? The Greater Lansing Sports Authority (GLSA) is a full service sports commission whose mission is to be the leading voice of sports tourism for the Greater Lansing area. It also serves to promote a positive economic impact through attracting a diverse range of sporting events to the region. The GLSA is a subdivision of the Greater Lansing Convention & Visitors Bureau that was developed in 2007 and has since continued to grow rapidly each year. In 2015, we worked with over 100 sporting events and are on pace to grow again this year.

As the Sports Events Manager, I manage and operate any large sporting event that we host here in the Greater Lansing community. I work in collaboration with the Executive Director and our Sports Development Manager to build relationships with National Governing Bodies such as U.S. Figure Skating, USA Hockey, etc. We work with these entities and bid on their Championship events. If select-

ed, the work begins as Greater Lansing will host their event. We partner with our local clubs, organizations, facilities, and hotels to roll out the red carpet and plan their event from start to finish. Each event is unique. For some, I am responsible for event registration, communicating with the National office, and coordinating officials and judges. For others, I may also be designing signage and promotional pieces, scheduling volunteers, onsite set-up, and any other detail that goes into bringing an event to life.



Being a Sports Event Manager was not a hard transition for me. In fact, in a lot of ways, it is strangely familiar to my glory days as an athlete. The slightly unpleasant odor of sweat that hits your nose as you open the door, the frigid air that swarms your face, and the crisp sound of blades against the smooth ice were what I lived for in my younger days. A rink rat my entire life, it wasn't just a place to practice, the rink became my second home. Growing up, I knew I

was not going to be the next Kristi Yamaguchi, but I knew for certain that sports would follow me throughout my life. Sports have helped shape the person that I am today. Being a figure skating coach is what paid my bills throughout my days at Michigan State University. Volunteering to organize the club's annual competitions is what sparked my interest in event planning. I loved to organize, make lists, and pay attention to small details. Similar to practicing and preparing for the next big game, the stresses of meeting deadlines and seeing all the pieces that I worked so hard on over months of planning coming together for an event is an adrenaline rush. After all, athletes are adrenaline junkies, and I am no different. In many ways, working as a Sports Event Manager offers the same stimuli that make athletics so enticing.

Sports Tourism is a sector of the industry that is still in its infancy. It's growing rapidly across the country, and many new faces are entering the arena. I look forward to meeting you at one of my next events. But maybe, just maybe, you might already be backstage.

Written by Meghan Ziehmer  
Sports Event Manager

## MSU Answers the Call for More Sports-Related Education Paths

As the number of female students interested in sports careers grows, so too should the educational options made available to them. For students who are pursuing a career in the business of collegiate or profes-



Photo: from Broad College of Business Website

sional athletics and related associations, firms and leagues, Michigan State's new Minor in Sports Business Management offers a way to enhance their major and focus their studies towards the business of

sports. Because both academic and practical experiences are a part of this program, students will attain a varied knowledge base, which is key in such a competitive industry. Majors eligible to pursue this minor include Management and Marketing majors in the Eli Broad College of Business and Media & Information in the College of Communication Arts and Sciences. Students in other disciplines in the Broad Business College and the following undergraduate programs may be considered on an individual basis: Advertising, Communications (with a PR specialization), Hospitality Business, and Kinesiology. Topics tackled in classes for this minor include marketing, management, the economics of sports, the history of sports, the social science of sports, sports entertain-

ment, sports law, buying behavior and understanding media. If you are interested in the Sports Business Management minor, please speak with the department that is managing your degree program or if you are not enrolled already in classes at MSU, get in contact with their admissions office. For more information, check out: [www.uas.broad.msu.edu/academics/minors/sports-business-management/](http://www.uas.broad.msu.edu/academics/minors/sports-business-management/)



Photo: from MSU SASS Website

# Females in Athletic Business

## Student Member Spotlight—Meet Kenzie Kraus

Our vision for [FAB] includes participation from both professionals in the Sports Business industry as well as young women who aspire to join the industry one day. One such student is Kenzie Kraus, Junior at Catholic High School in Grand Rapids, MI.

Kenzie's passion for sports, like many of us, came from wanting to spend time with her dad, who is an avid sports fan. Kenzie quickly became most interested in Michigan State Football and Basketball. Although she considers herself a well-formed fan, Kenzie has not always watched from the sidelines; she is a multi-sport athlete as well.

Kenzie's goals for after high school include attending a 4 year university like



Northwestern and exploring her interests in both sports medicine and sports journalism. Her top goal would be to someday work for the Big Ten

Network in Chicago.

The world of sports is captivating to Kenzie because each athlete "has a different life story and different personalities." She loves sports the most when they become "more than just statistics and percentages. It makes

it more enjoyable to watch, knowing who they are and where they come from."

From [FAB], Kenzie is excited to gain knowledge about her two career interests in hopes of figuring out which is more suited for her saying, "the women who are leading this group are truly special and I hope to learn from them and use their advice to achieve my goals."

# [FAB]

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